

9.4 SEMINARS AND OTHER PROMOTIONAL METHODS

Canadian manufacturers will find that there are opportunities for them to participate or hold seminars on new or improved techniques. Most trade associations and professional bodies are concerned with keeping their members in touch with current trends and techniques, and encourage open discussions with guest speakers at their routine functions. Canadian manufacturers will find the Western Packaging Association ready to assist with any worthwhile programme they may consider.

Promotional films are readily accepted as an excellent sales tool. Canadian manufacturers should consider the possibility of demonstrating their machines by this means. The Western Packaging Association is currently producing a promotional film for its members. The proceeds are being used to further the Association's educational programme. Members were asked to make a donation in return for a limited amount of screen time.

9.5 MANUFACTURERS' LITERATURE

We cannot over emphasize the importance of good quality, descriptive manufacturers' literature, which is periodically updated for accuracy and distributed widely in the market on a regular basis. During the course of the study, we examined considerable amounts of literature from both Canadian and U.S. manufacturers. The Canadian literature is generally of excellent quality. We were interested to note that one Canadian manufacturer produced his literature in Spanish, as well as English and French; a good move for the Southwestern U.S.